



Sarah interviewed by Bruno Voerckel, Editor - Ford Europe



Prof. Sidas Saulynas presents gift shirt to Bruno Voerckel

Ferrari visits Ford

Sarah de Ferrari is an avowed fan of Ford. The student from Maryland drives a 1997 Explorer and has never had any problems. She is looking forward to the introduction of the new Ford Fiesta in America, especially in the impressive "Hot Pink" color.

Along with ten other students and two professors from Stevenson University, Sarah visited the management team at Ford Niehl. The purpose of the University's "International Marketing Tour" across Europe was to focus on "Business Administration & Marketing." As such, the group visited various companies in London, Paris, Prague, and Cologne in order to learn first-hand about business, products, and strategies. In addition to visiting Ford Rheinland, the group especially liked the Kölner Dom (Cologne Cathedral), the friendly locals, and the Kölsch (unique local beer), according to Dr. Lawrence E. Burgee, who learned to speak German from his mother's family.

Leading the visit was Stefan Ottinger, Manager of Dealer Operations - Ford Europe, with a lecture on dealer business structures and marketing strategies. *(Translation - Larry Burgee)*



Dr. Burgee presents gift shirts to Stefan Ottinger and the Ford management team



The Study Tour group joins the Ford management team in the presentation showroom with a Model T